



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Mentzer Media Services
600 Fairmount Ave
Ste 306
Towson, MD 21286

Contract # 1336365

Schedule Dates 10/02/12-10/08/12

Advertiser American Crossroads (41509)

Agency Mentzer Media Services (1381)

Product POLITICAL ISSUE (ns) (1187)

Brand CANDIDATE ADVERTISING (461666)

Salesperson TeleRep/DC, Washington DC (2995)

Sales Office TeleRep Washington DC

Buyer Name CLOYD, ELISE

Phone/Fax /

CPE 1775

Account Types National/Political Issue Agency BRD

Billing Type Weekly/Irregular

Comments AMER CROSSROADS 10/2

Date Entered 07/11/12

Last Modified

Entered By Nancy Britton

CO-OP No

Headline # 06225498

Demo A35+R

Order Type Normal

Package Deal

Commission % 15.00

Commission \$6,405.00

Net Total \$36,295.00

Sales Tax

West Palm Beach (WPEC)

By Broadcast Month Spots

Oct '12 68

Grand Total: 68

\$42,700.00

\$42,700.00

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|---------|--|-------------------|-----|--------|----------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|------------------------|----------|---------|
| Est 1.0 | Unapproved (NewL) on credit hold / SPOT | 10/02/12-10/05/12 | 3 | :30 | 11A-12P (EST) | 4 | | X | X | X | X | | | 4 | \$300.00 | \$1,200.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 2.0 | Unapproved (NewL) on credit hold / SPOT | 10/02/12-10/05/12 | 3 | :30 | 4P-5P (EST) | 4 | | X | X | X | X | | | 4 | \$375.00 | \$1,500.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 3.0 | Unapproved (NewL) on credit hold / SPOT | 10/02/12-10/05/12 | 3 | :30 | 5P-5:30P (EST) | 6 | | X | X | X | X | | | 6 | \$500.00 | \$3,000.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 4.0 | Unapproved (NewL) on credit hold / SPOT | 10/02/12-10/05/12 | 3 | :30 | 5:30P-6P (EST) | 6 | | X | X | X | X | | | 6 | \$500.00 | \$3,000.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 5.0 | Unapproved (NewL) on credit hold / SPOT | 10/02/12-10/05/12 | 3 | :30 | 7:30P-8P (EST) | 1 | | 1 | 1 | 1 | 1 | | | 4 | \$450.00 | \$1,800.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 6.0 | Unapproved (NewL) on credit hold / SPOT | 10/02/12-10/05/12 | 3 | :30 | 11:35P-12:35A (EST) | 2 | | 2 | 2 | 2 | 2 | | | 8 | \$300.00 | \$2,400.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 7.0 | Unapproved (NewL) on credit hold / SPOT | 10/02/12-10/07/12 | 3 | :30 | 11P-11:35P (EST) | 6 | | X | X | X | X | X | | 6 | \$750.00 | \$4,500.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 8.0 | Unapproved (NewL) on credit hold / Prime | 10/02/12-10/02/12 | 3 | :30 | 8P-8:55P (Tuesdays) | 1 | | 1 | | | | | | 1 | \$4,000.00 | \$4,000.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 9.0 | Unapproved (NewL) on credit hold / Prime | 10/04/12-10/04/12 | 4 | :30 | 9P-9:55P (Thursdays) | 1 | | | | 1 | | | | 1 | \$1,800.00 | \$1,800.00 | West Palm Beach (WPEC) | | 7/13/12 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WPEC
-1100, Fairfield Dr
West Palm Beach, FL 33407

Mentzer Media Services
600 Fairmount Ave
Ste 306
Towson, MD 21286

Contract # 1336365
Schedule Dates 10/02/12-10/08/12
Advertiser American Crossroads (41509)
Agency Mentzer Media Services (1381)
Product POLITICAL ISSUE (ns) (1187)
Brand CANDIDATE ADVERTISING (461666)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name CLOYD, ELISE
Phone/Fax /
CPE 1775
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments AMER CROSSROADS 10/2

Date Entered 07/11/12
Last Modified
Entered By Nancy Britus
CO-OP No
Headline # 06225498
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,405.00
Net Total \$36,295.00
Sales Tax

West Palm Beach (WPEC)
By Broadcast Month

| Month | Spots | Rate |
|---------------------|-----------|--------------------|
| Oct. 2012 | 68 | \$42,700.00 |
| Grand Total: | 68 | \$42,700.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|----------|--|-------------------|-----|--------|--------------------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|------------------------|----------|---------|
| Est 10.0 | Unapproved (NewL) on credit hold / SPOT | 10/06/12-10/06/12 | 4 | :30 | 7A- 9A (EST) | | | | | | | 2 | | 2 | \$150.00 | \$300.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 11.0 | Unapproved (NewL) on credit hold / Prime | 10/06/12-10/06/12 | 3 | :30 | 8P- 10P (EST) | | | | | | | 2 | | 2 | \$1,000.00 | \$2,000.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 12.0 | Unapproved (NewL) on credit hold / Prime | 10/06/12-10/06/12 | 2 | :30 | 10P- CBS-48 Hours Mystery (Saturday) | | | | | | | 1 | | 1 | \$1,200.00 | \$1,200.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 13.0 | Unapproved (NewL) on credit hold / SPOT | 10/07/12-10/07/12 | 3 | :30 | 7A- 8A (EST) | | | | | | | 1 | | 1 | \$150.00 | \$150.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 14.0 | Unapproved (NewL) on credit hold / SPOT | 10/07/12-10/07/12 | 3 | :30 | 8A- 9A (EST) | | | | | | | 1 | | 1 | \$200.00 | \$200.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 15.0 | Unapproved (NewL) on credit hold / SPOT | 10/07/12-10/07/12 | 3 | :30 | 9A- 10:30A (EST) | | | | | | | 1 | | 1 | \$1,000.00 | \$1,000.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 16.0 | Unapproved (NewL) on credit hold / SPOT | 10/07/12-10/07/12 | 2 | :30 | 10:30A- 11:30A (EST) | | | | | | | 1 | | 1 | \$1,000.00 | \$1,000.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 17.0 | Unapproved (NewL) on credit hold / SPOT | 10/07/12-10/07/12 | 3 | :30 | 7P- 8P (EST) | | | | | | | 1 | | 1 | \$4,000.00 | \$4,000.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 18.0 | Unapproved (NewL) on credit hold / Prime | 10/07/12-10/07/12 | 3 | :30 | 9P- CBS- The Good Wife (Sunday) | | | | | | | 1 | | 1 | \$2,300.00 | \$2,300.00 | West Palm Beach (WPEC) | | 7/13/12 |

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Mentzer Media Services
600 Fairmount Ave
Ste 306
Towson, MD 21286

Contract # 1530500
Schedule Dates 10/02/12-10/08/12
Advertiser American Crossroads (41509)
Agency Mentzer Media Services (1381)
Product POLITICAL ISSUE (ns) (1187)
Brand CANDIDATE ADVERTISING (461666)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name CLOYD, ELISE
Phone/Fax /
CPE 1775
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments AMER CROSSROADS 10/2

Date Entered 07/11/12
Last Modified
Entered By Nancy Britus
CO-OP No
Headline # 06225498
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,405.00
Net Total \$36,295.00
Sales Tax

West Palm Beach (WPEC)
By Broadcast Month

| Spots | Rate |
|-------|-------------|
| 68 | \$42,700.00 |
| 68 | \$42,700.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|----------|--|-------------------|-----|--------|---------------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|------------------------|----------|---------|
| Est 19.0 | Unapproved (New!) on credit hold / Prime | 10/07/12-10/07/12 | 4 | :30 | 10P- CBS-The Mentalist (Sunday) | 1 | | | | | | | 1 | 1 | \$1,000.00 | \$1,000.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 20.0 | Unapproved (New!) on credit hold / SPOT | 10/08/12-10/08/12 | 3 | :30 | 9A- 10A (EST) | 1 | 1 | | | | | | | 1 | \$225.00 | \$225.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 21.0 | Unapproved (New!) on credit hold / SPOT | 10/08/12-10/08/12 | 3 | :30 | 11A- 12P (EST) | 1 | 1 | | | | | | | 1 | \$300.00 | \$300.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 22.0 | Unapproved (New!) on credit hold / SPOT | 10/08/12-10/08/12 | 3 | :30 | 4P- 5P (EST) | 1 | 1 | | | | | | | 1 | \$375.00 | \$375.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 23.0 | Unapproved (New!) on credit hold / SPOT | 10/08/12-10/08/12 | 4 | :30 | 5P- 6:30P (EST) | 2 | 2 | | | | | | | 2 | \$500.00 | \$1,000.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 24.0 | Unapproved (New!) on credit hold / SPOT | 10/08/12-10/08/12 | 3 | :30 | 5:30P- 6P (EST) | 2 | 2 | | | | | | | 2 | \$550.00 | \$1,000.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 25.0 | Unapproved (New!) on credit hold / SPOT | 10/08/12-10/08/12 | 3 | :30 | 7:30P- 8P (EST) | 1 | 1 | | | | | | | 1 | \$450.00 | \$450.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 26.0 | Unapproved (New!) on credit hold / SPOT | 10/08/12-10/08/12 | 3 | :30 | 11:35P- 12:35A (EST) | 2 | 2 | | | | | | | 2 | \$300.00 | \$600.00 | West Palm Beach (WPEC) | | 7/13/12 |
| Est 27.0 | Unapproved (New!) on credit hold / SPOT | 10/08/12-10/08/12 | 3 | :30 | 11P- 11:35P (EST) | 2 | 2 | | | | | | | 2 | \$750.00 | \$1,500.00 | West Palm Beach (WPEC) | | 7/13/12 |

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Mentzer Media Services
600 Fairmount Ave
Ste 306
Towson, MD 21286

Contract # 1336365
Schedule Dates 10/02/12-10/08/12
Advertiser American Crossroads (41509)
Agency Mentzer Media Services (1381)
Product POLITICAL ISSUE (ns) (1187)
Brand CANDIDATE ADVERTISING (461666)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name CLOYD, ELISE
Phone/Fax /
CPE 1775
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments AMER CROSSROADS 10/2

Date Entered 07/11/12
Last Modified
Entered By Mandy Britus
CO-OP No
Headline # 06225498
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,405.00
Net Total \$36,295.00
Sales Tax

West Palm Beach (WPEC)
By Broadcast Month **Spots** **Rate**
Oct. 2012 68 \$42,700.00
Grand Total: 68 \$42,700.00

CONFIRMATION CONTRACT

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|----------|---|-------------------|-----|--------|--------------|-----|----|----|----|----|----|----|----|-------|----------|----------|------------------------|----------|---------|
| Est 28.0 | Unapproved (Hewl) on credit hold / SPOT | 10/02/12-10/05/12 | 3 | :30 | 9A-10A (EST) | 4 | | X | X | X | X | | | 4 | \$225.00 | \$900.00 | West Palm Beach (WPEC) | | 7/13/12 |

Date:

Accepted Station:

Date:

Comments:

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|------------------------------|--------------|
| Station and Location: | Date: |
|------------------------------|--------------|

I, Stephanie Maroney

do hereby request station time concerning the following issue:

| |
|--|
| American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy |
|--|

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |

LOPEC # 1336365

| |
|--|
| Total Charges: \$42,700 ⁰⁰ |
|--|

This broadcast time will be used by: American Crossroads

| | |
|--|--|
| Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?" | |
| <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

8/31/12 Steph Mung 703-299-1760
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

Lillie K. Roberts Lillie K. Roberts Sales Director
Signature Printed Name Title



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: American Crossroads PARTY: _____

OFFICE/DESCRIPTION: Issue ELECTION DATE: 11/6/12

INQUIRY MADE BY: Emily Mithorn
Candidate Manager Agency Committee (circle one)

ADDRESS: Crossroads Media - Alexandria
44 Canal Ctr. Plaza, Suite 555
Alexandria, VA 22314

PHONE: _____ FAX: _____

EMAIL: _____

Information Requested: AVAILS & Rates

Final Disposition: Order Placed \$42,700⁺

If Committee, list officers and position: Treasurer: Margee Clancy

TAKEN BY: Cheeryl Blair / DATE: _____ TIME: _____
T Rep Wash